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SUBSTANTIATION OF PRIORITIES OF INCREASING THE INNOVATIVE ACTIVITY OF THE ORGANIZATIONS FOCUSED ON ACHIEVEMENT OF THE COUNTRY'S FOOD SECURITY CRITERIA

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Abstract

The reason for choosing the research topic is the low scientific and technical level of production, a significant proportion of worn-out capital assets, the lack of modern principles of innovative development of agro-industrial complex enterprises. The problem is posed by the search for economic opportunities to increase the innovative level of the enterprises based on the motivation for creating new types of equipment and technologies. The importance of the problem posed is conditioned by the aggregate interest of consumers in the quality of food, the economic accessibility of competitive domestic products, the reduction of budgetary funds for the purchase of imported goods, the savings from which can be aimed at increasing the innovation level and reducing the labour intensity of technological operations. The purpose of this research is to find grounds for the economic impact of innovation activities on the manifestation of positive trends in the growth of production of agro-industrial complex products, primarily milk and meat, contributing to a reduction in imports. The research focuses on raising human capital, the dominant of which is intellectual potential, focused on the search and implementation of new ideas. Based on the above-mentioned premise, the relevance of the research topic is conditioned by the need to identify a set of economic priorities for innovation-level growth, aimed at increasing the production of domestic food products and achieving the criteria for food independence. From the point of theory and practice, the obtained results of the research may contribute to the renewal of the principles of innovation activity development, to fulfil the problems in the field of education and to promote the growth of the enterprises efficiency through the implementation of proposals.

Keywords

Safety – Innovations – Principles – Classification

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Introduction

Management of the development and implementation of high-performance equipment, as well as new technologies becomes a key factor in achieving the established values of the country's food security. Currently, the development of the world economy is carried out by the innovative type, which is based on the constant search for new ideas, the implementation of innovations in all industries, above all, city-forming types.

However, in the last decade, the economy of the country has seen a decline in innovative activity, a reduction in the funds allocated for scientific researches, in a comparable measurement. Obviously, in connection with the current situation, the quality of food products is declining; the volume of imported supplies is increasing. Along with this, there are no theoretical evidence for grounds for the principles of innovation development and the innovation impact on the economy of the agro-industrial complex, which is characterized by insufficient volumes of domestic meat and milk to meet the needs of the population. These circumstances determine the relevance of the chosen research topic.

The purpose of the research is the provision of theoretical grounds for the set of priorities of increasing innovation activity, implementation of which is oriented to achieve the country's food security criteria.

The hypothesis of the research is the assumption that the implementation of economic priorities in practical activities will ensure the introduction of high-performance equipment and innovative technologies for the production, processing, reprocessing of agricultural raw materials, production of ready-made food products and improve the food safety criteria for meat and milk. The task of transition to innovative development presupposes a fundamental change in the methods and schemes of enterprise management. Obviously, the solution of this task will require the preparation of a new type of managers who are committed to changes, continuous training and use of acquired knowledge.

Materials and Methods

The methodological basis of the research was theoretical and methodological provisions of the works of scientists who made a significant contribution to the development of the concept of increasing the level of national food security, activation of innovation activity and competitiveness of food products.

To conduct the research, a methodology was developed and a list of necessary information was determined. To study the state of problems and their consequences, the method of interviewing qualified specialists was used; economic, mathematical, factorial and dynamic methods were used to analyze the indicators, which made it possible to determine trends and vectors of the development of research subjects. The authors of the article used methods of ranking and comparing the growth rates of key indicators and parameters of innovation activity. To provide ground for the principles of innovation activity development, the respondents used the method of assessing the system of principles and other economic categories on the basis of which changes were made. The use of the above-mentioned and other methods made it possible to select the most valid characteristics and to give a quantitative assessment of the positive processes for the agro-industrial complex development of innovations and application of theoretical developments. In addition, the use

of theoretical and empirical, and hypothetical research methods were used to calculate seven expected results for the prospective stages until 2020 and 2015.

Results

Organization for Economic Cooperation and Development (OECD) for the advanced countries of the world has approved a system of new indicators for the assessment of educational systems[1]. The introduction of a new system of indicators is conditioned by: the change in the global conditions for the states development; the need to improve the efficiency of the educational system; restriction of the main types of resources; the growth of investment in human capital, which is becoming crucial for the economic growth of many countries in the world, the need to transform the social structure of the society. The research made it possible to adapt the system of new OECD indicators to the conditions of Russian reality (Table 1).

Indicators	Motivation of the indicator introduction and characteristics of the state
1. Segment of the population with higher (tertiary) education	The increase in the general level and quality of education of the country's population. In the world, one third of young people aged 25-34 years have tertiary education. In Russia, Japan, Korea, Canada, this index reaches 60% of the population.
2. Coverage factor of young people aged 15-19 years	Involving all young people in the country aged 15-19 years in education. About 90% is covered.
3. Qualification level of the population	Development of a program for upgrade qualification of personnel in organizations in the established regime and depending on the complexity of the functions and work performed. High indicator growth is observed in Japan, Sweden, Portugal, Switzerland, the Czech Republic, etc.
4. Ratio of women and men with higher education	Elimination of the gender gap in education. In some countries of the world, the indicator is characterized by a significant gender gap in favour of women: two or more times in Island, Norway, Finland, Sweden, Poland, etc. In Japan and Austria, there are more men than women; in Switzerland and Germany, there is no gap observed.
5. Number of students studying abroad	The growth of the number of students studying abroad for the purpose of mastering foreign languages and obtaining additional education. Every year the number of students studying abroad under tertiary education programs has a positive trend and exceeds 10 million people.
6. Level of competence in various fields of knowledge	Increasing the competence of specialists in the fields of knowledge. To transform the current situation in the economy, it is necessary to search for and train personnel to create radically new innovative technologies that ensure the growth of production of competitive goods.
7.Quality of working conditions for persons capable of creative, and formative activity	Creation of qualitative working conditions for the activities of creative individuals. The background for the efficient use of intellectual potential is the identification of the capabilities of each individual and eliminating the risk of losing their work. It is necessary to oblige the administration of organizations and municipalities to provide

[1] "Analysis of the best experience of OECD countries in the field of science, technology and innovations". New innovation strategy of OECD. Science, innovations, new economy. High School of Economics, num 2 (2016).

	specialists with work depending on their creative interests and acquired knowledge.
8. Dependence of salary on the education level.	Develop an efficient mechanism that ensures significant increase in salaries depending on the results of labour and its complexity. In many OECD countries, a directly proportional correlation is established, in which the tertiary education acquired makes it possible to raise the average salary twice relative to those with a lower level of education.
9. Development level of the social structure of the economy.	To elaborate and implement a program for the development of the social structure of the economy, the assessment of which is expressed by such indicators as: raising the level of education, a significant increase in the average salary, improving the health of the nation

Table 1
Proposed composition of indicators for the assessment of the educational level of the country's population

It is determined that the use of in-depth non-waste technologies and high-efficiency, low material energy-intensive equipment has declined in the country's economy. The carried out analysis of the indicators that characterize the structure of Russia's innovation shows that in recent years there has been a certain decline. Thus, the number of organizations and the number of staff in research organizations fell by 2%. At the same time, the amount of funds allocated from the federal budget increased by more than 35%, including fundamental sciences - by 22%[2].

Analysis of the filed patent applications showed that their number increased by 10%, and issued patents - only by 7% (Table 2). At the same time, there is an increase in the number of innovative technologies developed - 26%, including 24% new ones for Russia.

Indicators	2010	2013	2015	Index: 2015 to 2010, %
1. Number of organizations involved in researches, units.	3682	3566	3605	97.9
2. Number of staff performing research, ths. people.	735.3	726.3	727.0	98.9
including researchers:	374.7	372.6	369.0	98.7
3. Share of total number, %	51.0	51.3	50.7	- 0.3
4. Amount of the federal budget, billion rubles.	313.9	355.9	425.3	135.3
including for fundamental sciences	91.7	86.6	112.2	121.7
5. Share of funds allocated for basic researches, %:				
in the volume of the federal budget	2.87	2.76	3.19	0.32
in the volume of GDP	0.56	0.57	0.64	0.08
6. The volume of domestic costs allocated to science, billion rubles.	610.4	700.0	749.8	122.9
7. Share in GDP, %	1.09	1.12	1.12	0.03
8. Applications for granting patents were submitted, ths. units:	41.4	44.2	44.9	109.7
including for inventions	26.5	28.7	28.8	107.4
9. Patents for inventions, ths. units.	30.0	32.9	31.6	106.7

[2] Russian Statistical Yearbook. Chapters: Financing of science. Effectiveness of research and development (Moscow: Rosstat, 2015).

10. Number of developed technologies, units.	1138	1323	1429	125.6
including new ones for Russia	1028	1188	1276	124.1
11. Number of innovative technologies used, ths. units	191.6	191.4	193.8	101.0

Table 2
Characteristics of the structure of the country's innovation activity[3]

It is established that the development of innovative activity depends on such areas of the economy as: adaptive legal framework; education; science; industry providing realization of innovations at the enterprises of various branches of the country; intellectual potential, represented by specialists of higher qualification, creating positive conditions for economic growth[4].

The structure of organizations for creating highly efficient innovative technologies, apart from technopolises, technoparks, business incubators, innovation centres, etc., include: clusters allocated by the territorial government on the exploration of high technology; financial branch ensuring the implementation of state and municipal programs; programs of innovative economy development.

It is revealed that the main indicators of efficient development of innovative technologies are:

- introduction of national standards;
- strict compliance with laws[5];
- decent level of human capital prosperity, especially its intellectual component and the necessary investments in its development;
- growth of investments in the development of fundamental and applied science[6];
- increase in the IHPD - an index of human potential development[7];
- introduction of national standards;
- increase in the share of production of competitive national ready products;
- prevalence of the exports volume of final products in relation to the amount of its imports;
- creation of efficient intellectual centres of technological development in the country;
- formation of the knowledge economy sector;
- building the social structure of the economy and its stability;
- achievement of synergistic effect in all spheres of human intellectual activity;
- increase of activity and competence of managers of various economy spheres;
- attractive investment climate and a high investment rating of the economy;
- increase of efficiency and activity of state economy regulation;
- creation of large corporations that provide competitive technological and scientific development of the country and others.

[3] Russian Statistical Yearbook. Chapters: Financing of science. Effectiveness of research and development (Moscow: Rosstat, 2015).
[4] P.N. Zavalin & A.V. Vasilyev, Innovation efficiency assessment (Saint Petersburg: "Business-pressa" publishing house, 2008).
L. G. Simkina, Human capital in an innovative economy (Saint Petersburg: SPbGIE, 2016).
[5] Federal Law of the Russian Federation "On innovation activity and state innovation policy in the Russian Federation" (project). Innovations, num 2-3 (13) (1998): 32-38.
[6] E. I. Krylov & I. V. Zhuravkova, Analysis of the effectiveness of investment and innovation activities of the enterprise (Moscow: Finance and Statistics, 2001).
[7] M. Warner (ed.), Classics of management (Saint Petersburg: Piter, 2001).

Intellectual capacity building is the main component of creating domestic innovations. Intellectual potential is a complex economic category that accumulates in its concept a set of basic indicators that can determine its criteria: human capital, educational, professional and qualification, financial and information potentials.

Intellectual potential is an integral giftedness of a certain category of society, which has creative abilities to bring new ideas to various fields of science, to design and implement cardinal projects for the creation and introduction of qualitatively new innovative technologies and their replication.

It is talent and ability of intellectual potential that provides an increase in the innovative level of production, the issue of competitive national goods, a reduction in the share of imports, an increase in the volume of exports. Human capital is the total number of the economically active population of the country, ensuring the growth of gross domestic product (GDP) and national income (GNI) per capita. An indicator of the educational level of the country's population characterizes educational potential. The higher its average value, the greater the volume of production of material and spiritual wealth, the richer the country[8].

Professional and qualification potential is the aggregate ability, the high skill level in the professional competencies that allow each specialist, employee or member of staff to perform the functions and duties assigned, aimed at building up qualification competencies and on this basis to ensure the growth of labour productivity[9].

Financial capital is a process of investing financial resources in the formation and development of capacities for creative work of the population, primarily the youth, building up and realizing the available opportunities for ensuring economic growth based on qualitatively new national innovations[10].

Information potential is the total opportunity of a talented part of the population, which has the skills to develop modern computer programs, master modern technologies of searching for new sources to receive and process information, transform it into new knowledge and qualification competencies, develop on their basis and introduce complex communication processes in the economy[11].

It is concluded that the intellectual potential of a country or a region is a kind of symbiosis of a society that can create qualitatively new technologies based on the use of its talent, reached level of qualification and intellectual, creative, communication and information competencies, ensuring the growth of the country's development[12].

[8] Characteristics of the results of innovation activity. Retrieved from: https://studopedia.ru/5_49629_harakteristika-rezultatov-innovatsionnoy

[9] T. F. Ryabova; I. M. Kulikov; V. N. Ivanova; E. V. Minaeva & A. S. Chizhik and others, Edited by I. M. Kulikov. Global Economy (Moscow: Finance and Statistics, 2011).

[10] T. F. Ryabova; I. M. Kulikov; V. N. Ivanova; E. V. Minaeva & A. S. Chizhik and others, Edited by I. M. Kulikov. Global Economy…

[11] T. F. Ryabova; I. M. Kulikov; V. N. Ivanova; E. V. Minaeva & A. S. Chizhik and others, Edited by I. M. Kulikov. Global Economy…

[12] T. F. Ryabova; I. M. Kulikov; V. N. Ivanova; E. V. Minaeva & A. S. Chizhik and others, Edited by I. M. Kulikov. Global Economy…

One of the directions of innovative development is the creation of a technological platform for the development of the agro-industrial complex of the country and regions[13]. To implement this project, large scientific institutions and organizations of Russia are involved, which allows to unite efforts for creation of domestic innovative technologies, ensure economic growth and strengthen food security. As a result of the implementation of innovative technologies developed within the technological platform, it is expected to achieve a synergistic effect that enhances the quality of the agro-industrial complex economy and food security. A profound analysis of the innovation activity state of the country's economy made it possible to establish that a considerable duration characterizes the creation period and introduction of innovations in production. For example, if in 2010 the proportion of technologies with a developmental period of more than 6 years was 43% of their total number, then in 2015 it was 49%, and in the production, processing and collection, this indicator was more than 55% (Table 3).

Field of introduction	Total number, ths. units	Term of introduction, years				Number of inventions
		up to 1	1- 3	4 - 5	more than 6 years	
2010						
Total number of technologies, incl.	191.6	21.6	46.9	39.9	83.1	6.6
design and engineering	41.4	5.4	10.7	8.9	16.3	1.6
production, processing and collection	53.6	6.4	11.0	9.1	27.1	2.5
production information systems	4.8	0.5	1.5	1.0	1.9	0.2
2013						
Total number of technologies, incl.	191.4	17.2	47.6	37.7	88.9	6.0
design and engineering	39.7	5.3	9.7	7.8	16.8	1.6
production, processing and collection	55.8	4.8	13.1	8.6	29.0	2.2
production information systems	5.2	0.5	1.5	1.0	2.1	0.2
2015						
Total number of technologies, incl.	193.8	17.7	46.4	35.1	94.6	9.1
design and engineering	38.7	3.4	10.2	7.2	17.8	2.2
production, processing and collection	55.4	5.7	10.7	8.4	30.6	2.7
Production information systems	5.3	0.4	1.4	1.0	2.4	0.3

Table 3

Duration analysis of the development and implementation of innovative technologies[14]

[13] M. Warner, (ed.), Classics of management (Saint Petersburg: Piter, 2001).

[14] Russian Statistical Yearbook. Chapters: Financing of science. Effectiveness of research and development (Moscow: Rosstat, 2015).

Along with this, based on the analysis of the ratio of acquired domestic and foreign technologies, a conclusion was made that the number of foreign technologies used in Russia reaches almost 50%. These data show a significant dependence of domestic production on foreign innovations (Table 4).

Years	Domestic technologies			Foreign technologies		
	2010	2013	2015	2010	2013	2015
Total number of technologies, incl.	117.7	110.0	109.4	40.5	48.1	53.4
design and engineering	26.4	23.7	23.1	5.3	6.3	6.2
production, processing and collection	26.4	24.9	23.3	14.5	16.7	19.4
production information systems	3.1	3.2	3.2	0.8	1.0	0.9

Table 4
Ratio of acquired domestic and foreign technologies[15]

The research showed that the volume of innovative products of food industry enterprises increased by more than 10%, while their share of the total volume in the country decreased by 0.2% (table 5).

Indicators	Years			Dynamics, %
	2010	2013	2015	
1. Volume of innovative goods - total, billion rubles.	116.2	113.2	127.8	110.3
2. Share of total volume, %	4.1	3.9	3.9	- 0.2

Table 5
Volume of innovative products of food enterprises[16]

In the course of the research, it was revealed that the deepening of the positions of the domestic innovation strategy is intended to contribute to the increase in the economic and synergetic effect, as well as the manifestation of the following positive trends: the gradual transition from the export of raw materials to the export of final industrial and consumer goods; multiplication of intellectual potential and growth of human capital, strengthening of Russia's economic influence at the international level; improving the quality and competitiveness of the domestic goods; achievement of the country's food security criteria.

Along with the above-mentioned provisions, the research identifies a system of factors for the impact of qualitatively new innovative technologies on the manifestation of cardinal trends in the country's agro-food complex (Table 6).

The main priorities of the impact are: the gradual transition from the export of raw materials to the export of finished goods, multiplying of intellectual potential and the growth of human capital, strengthening of Russia's economic influence at the international level, improvement of the quality and competitiveness of domestic goods and achievement of the country's food security criteria.

[15] Russian Statistical Yearbook. Chapters: Financing of science…
[16] Russian Statistical Yearbook. Chapters: Financing of science…

Type of innovation activity	Field of influence	Positive trends	Growth of economic synergetic effect
1.Creation of technologies for deep processing of raw materials.	Economy of the country and regions	Gradual transition from export of raw materials to export of finished goods. Increase in GDP and GRP. Growth of investment in innovation activity	Growth in the volume of radically new high-quality innovations
2. Creation of production sphere for people with different intellects, capable of developing and implementing innovations.	Economy of the country and regions	Multiplying of intellectual potential and growth of the human capital. Prevalence of creative work in the total amount of time for specialists; creation of innovations. Organization of new places of work	Increasing the output of high-quality national final products. Reduction of imports.
3. Expansion of the world market niche with domestic goods.	World and national economy	Strengthening of Russia's economic influence at the international level. Reducing the cost for defence,	1. Growth of foreign investment. 2. Increasing the moral standards of the population 3. Migration growth of residents from other states, including from the European Union
4. Creating innovations for the competitive domestic products	National and world economy	Growth in the volume of exports of finished goods. Increase of socio-economic development of the economy	1. GDP and GRP growth. 2. Strengthening the food independence of Russia and regions.
5.Creation of new equipment for the farming. Construction of modern premises for animals. Increase in the number of livestock	National and regional economy	Growth in agricultural production. livestock. Achievement of the criteria of the country's food security Increase of the socio-economic standard of population living. Reducing the niche of imported goods	1. Growth in the volume of domestic goods production. 2. GDP and GRP growth.

Table 6

The factor system of impact of innovation activity on the manifestation of cardinal positive trends in the economy of the country's agro-industrial complex

In the course of research, the main reasons for the reduction in the country's food security indicators are identified, which are: preservation of the fuel and raw materials economy orientation; incompatibility of technological unity of the researches, development and implementation; migration of intellectual resources and highly qualified staff; lag in the development of the information system and the use of information technology; low competitiveness of food products of most domestic manufacturers; an increase in the uneven development of the regions, breaching of technological interrelations between enterprises of certain regions; weakening of the interregional division of labour and the difficulties of forming a single all-Russian food market; lack of effective production management system.

Managing the system of innovations raises the need to justify a set of principles, classifications, criteria, standards, attitudes and value orientations that regulate various

areas of innovation activity. In the course of the research, we made an attempt to determine the main types of classification of innovations that are presented in Table 7. The main features include: scope of application, the essence of innovation, the degree of novelty of the new product (process), the orientation of innovations, the role in the development of the economy, innovations, scale of distribution.

Characteristics	Types of innovation
Scope of application	Product innovation. Innovation of the technological process. Innovation of the intellectual labour use. Innovation of management activities that ensure optimization of decision-making and reduce the costs of production regulation.
The essence of innovation activity	Innovations that create new markets or market sectors. Technological reorganization is the application of already existing technologies. Innovation-process is an increase in the volume of production, labour productivity, reduction of the term of introduction in a specific product.
The degree of novelty of the new product in the process	Radical innovations, which presuppose creation of the fundamentally new product based on the advanced technologies). Innovations created in a short time - "technological leap" - ensure the improvement of competitiveness and quality of products based on the introduction of fundamentally new technological processes. Pioneering innovation is a creation of a fundamentally new product based on the improvement of already mastered technology. Adaptive innovations are a release by the enterprise of products based on the development of mastered technological processes
Orientation of innovations	Strategic innovations characterized by a proactive nature of achieving competitive advantages. Targeted innovations that ensure survival based on the introduction in the organization of innovations previously carried out by competitors.
Role in the process of economic development	Creation of a new product forms conditions for new markets and new industries. The main technological innovations (they form the basis of large technological systems), complementing the product innovations, are aimed at expanding the market in the respective industries. Complementing technological innovations contribute to the development of available basic technologies.
A sign of innovation novelty	Innovations caused by internal sources - a unconformity between economic reality and the ideas of it; presence of bottlenecks in technological processes; change in the structure of the industry or the market. Innovations caused by external signs - demographic changes, occurrence of new goals and values. Innovations based on new knowledge - the results of fundamental and applied scientific researches.
Scope of application	Specialized innovations, which are the basis for a new industry. All-purpose innovations that can be applied in all sectors and fields of the national economy.

Table 7

Classification of types of innovation in the field of the country's agro-industrial complex

Creation and implementation of domestic innovations is based on the efficient application of intellectual labour and creative initiatives. Intellectual potential is a complex economic category that accumulates in its concept a set of basic components that can determine its criterion: human capital, educational, professional and qualification, financial and information potentials. Intellectual potential is an integral giftedness of a certain category of society, which has creative abilities to bring new ideas to various fields of science, to design and implement cardinal projects for the creation and introduction of qualitatively new technologies, as well as food products of functional purpose.

It is person's talent and knowledge that provides a creation of new production means, increase in production innovation level and competitiveness of national goods, shortage of the import share, growth of export volume.

The final result of the implementation and operation of innovation is also the increase in the scope of knowledge. At this stage, the concept of production improving is formalized in its final form, and innovation is transformed into an ordinary working tool. Thus, the innovation process, even at the theoretical level of consideration, is a complex multidimensional phenomenon, and therefore in the scientific literature this term has many interpretations [17].

Thus, the intellectual potential of a country, region or organization is a kind of symbiosis of society that can create qualitatively new means of production and goods on the basis of its talent, achieved level of qualifications and intellectual, creative, communicative, informative, moral and ethical competencies.

At this stage of the world economy, characterized by rapid and unpredictably bold achievements in science and technology, the creation of national innovations should be based on the implementation and observance of a set of dominant principles of organizing and managing the process of creating and implementing innovations.

Based on the results of the research, it is established that the system of principles for the creation of national innovations should include such categories as: adaptation of the regulatory framework, priority, differentiation, transformation, unity and integrity, activation, focus and objectivity (Table 8).

Basic principles	The economic essence of the implementation of the principle
Adaptation of the regulatory and legal framework	Adaptation of the regulatory framework to the requirements of a social structure aimed at the development of creative principles, primarily for young people
Priority of managerial innovations	Recognition of innovations as the main mechanism for the development of the country's economy, its regions and sectors of its food security
Differentiation of competence	Differentiation of competence and responsibility of the state heads and municipal structures, companies and organizations on the basis

[17] O. A. Anichkina; N. B. Khomeriki & V. V. Kuz'minov, Marketing and innovation concepts as factors of production process improvement. Development of industrial potential in the conditions of import substitution: technologies of management and marketing: materials of the international scientific and practical conference. 18 May 2017. Edited by Yu.S. Rudenko, M.Ya. Perfenov, M.S. Ruban, Yu.Ye. Korobkova (Moscow: Private Educational Institution of Higher Education "Moscow University named after S. Yu. Vitte", 2017).

and responsibility	of clear performance of imputed functions. Introduction of mechanisms for clear control, incentives, recovery, etc.
Transformation of the financial system	Accumulation of financial capital on the creation of radically new national innovations. Reforming the financial system of the macro and micro level to optimize the allocation of resources between sectors of the economy.
Unity and Integrity of plans for innovation creation	Creation of a single prospective state program to increase the innovation level of the country and regions for 5 years, ensuring the creation of domestic dominant innovations aimed at significant economic growth.
Activating the process of increasing the intellectual potential	Active search for creative individuals on a countrywide scale, able to participate in the creation of innovations aimed at minimizing the material, energy, quantity intensity.
Orientation to the social structure of the economy	Gradual implementation of the methods of Gini and Rainbow, contributing to levelling of the socio-economic standard of living of the population.
Objectivity and reliability of income accounting	Accounting for income groups and segments of the population for a reasonable range of income, ranging from the minimum to the maximum

Table 8
Set of the dominant principles of the innovation activity organization

The foundation of the growth of domestic innovations is the conformity of the principles used to the requirements of consumers. Thus, as an example, one can disclose the economic essence of the realization of such a principle as activation, which consists in actively searching for creative individuals on a national scale, capable of participating in the creation of innovations aimed at minimizing material, energy, labour intensity, in terms of favorable labour conditions.

As a result of the research carried out, the grounds for predicted indicators of the change in the system of alternative vectors for increasing the innovative level of the agro-industrial complex organizations, as shown in Table 9, are provided. The system of vectors includes: capital growth in human capital, differentiation of talented youth and economically active population (EAP) by the complexity level of innovations and organization of their activities; creation of big companies in aggregate with small enterprises, introduction of unified indicators of the quality of products of the agro-food complex, a clear control of non-admission to the market of low-grade products, science-based phased planning costs for the creation of innovation and the development of an objective definition of terms, creation of appropriate conditions for the creative work of innovators, a significant increase in funding for research and development (R&D), control of their expenditure.

Vectors	Factors for achievement	Expected results by years	
		2020	2015
1. Increase of capital investment in human capital and intellectual potential	1. Identification of staff with creative and cognitive type of thinking	Increase in the proportion of people who can create innovations and develop new ideas	
		10 %	30%

2. Differentiation of talented youth and EAP by the complexity of innovation and organization of their activities	Qualification upgrade	Concentration of staff activities, depending on their abilities, skills and experience, increasing the level of specialization	
		20%	50 %
3. Organization of big companies in aggregate with small enterprises	Expansion of product range and development of new market horizons	Production of cardinally new types of food products for healthy nutrition of the population	
		By 5%	By 10 %
4. Introduction of uniform indicators of the products quality of the agro-food complex. Strict control over the admission of low-grade products to the market	Release of competitive products, demanded by the population of the country and other countries	Production of a part of cardinally new types of food products for healthy nutrition of the population	
		By 10 %	By 50 %
5. Scientifically proved step-by-step planning of innovation costs and objective definition of development terms	Optimization of costs and terms for innovation development	Reducing the period of development of innovations (over 6 years) that meet world standards	
		From 43% to 38%	From 38 % to 28 %
6. Creation of conditions for creative and formative work of innovators	Emergence of new ideas for the creation of innovations and their implementation	Increasing the innovative level of domestic agro-food organizations	
		By 10 %	By 25 %
7. A significant increase in funds for the financing of R&D, control of their expenditure	Creation of domestic innovations capable of competing with world analogues	Growth of innovative level of agro-industrial complex organizations	
		By 5 %	By 15 %

Table 9
System of alternative vectors for increasing the innovative level of agro-industrial complex organizations

Discussion

Although at present the innovation activity in industry is not sufficiently regulated by the current regulatory acts, the rapidly developing practice causes the growing interest of its participants in the development of innovative processes that provide production with modern types of equipment and technologies. Demand for specialists in the field of innovative management will increase in the process of transition of the country to an innovative economy. Scientists of the world, aware of the importance of the problem, highly estimated its importance for the economic growth of the country. Thus, Niccolo Machiavelli, in assessing innovation, argued that "There is nothing more difficult in planning, more questionable in success, more dangerous in management than creating a new order of things ...". James Bright, from modern positions, determined the value of innovation when he believed that "The only process in its way that unites science, technology, economics, entrepreneurship and management is the process of scientific and technical innovations. This is the process of transforming scientific (and technological) knowledge into a physical reality that is changing society."

Studies of various aspects of the present problem of the achievement of established criteria for food security, in particular for milk and meat, on the basis of increasing the level of innovation and competitiveness of agro-industrial complex products, were carried out by many domestic scientists: A.V. Gordeev, V.V. Gusev, V.N. Ivanova, A.P. Kosovan, E. V. Minaeva, A.V. Petrikov, T.F. Ryabova, V.N. Sergeev, I. G. Ushachev, E. V. Serova, A.S. Chizhik and others. Consider some views and opinions that focus on the main priorities of the research.

Ensuring Russia's food security should lie in the sphere of increasing the volumes of domestic production in the synchronous import substitution of meat products[18].

As the study has shown, one of the most important manifestations of the modern economy is the growth of the importance of innovation for its various sectors, and, first of all, for the production of agro-industrial complex products, ensuring the food independence of the country and its regions. Numerous researches of scientists show that the country's economy in the current period of development is characterized by the following peculiarities: insufficient innovation level, prevalence of raw materials exports compared to finished goods, significant niche of the market of imported products, low living standards of the main population, underestimation of intellectual potential and human capital[19].

However, "In 2013, amid a slowdown in economic growth in the food industry, positive trends continued to attract investment in fixed capital. The largest investments were recorded in the meat, dairy, fat-and-oil and confectionery industries "[20].

At the same time, countries that are compared with Russia in many respects are characterized by positive development vectors. Thus, the development of American companies provides more than 40% of sales of competitive products, innovative technologies, new ideas, goods and services[21].

In these states, innovation activity is the main mechanism of prevalence in competition. The Organization for Economic Cooperation and Development (OECD) research confirms the growing importance of innovation and innovation potential. Thus, the costs of scientific development in developed countries exceed 2% of GDP [22].

At the end of the 20th century, scientists concluded that the scientific and technological innovations needed to be constantly managed and the equipment continuously improved[23]. It is known that the peculiarity of the economic development of the countries of the world community was the transition to the creation of a continuous innovation process when the volume of scientific developments and their implementation took a positive trend in terms of share in investment expenditures, exceeding in the

[18] V. N. Ivanova, “State regulation of the food industry in Russia”, Economical sciences, num 75 (2011): 170-173.
[19] S. Yu. Glazyev, “The future of Russia is in the innovative economy”. The Parliamentary Newspaper, (17 May, 2000).
[20] V. N. Ivanova, “Increase in milk production - the main priority of the agrarian policy”, Milk industry, num 4 (2014): 64-65.
[21] D. M. Shakirova; I. F. Sibgatullina & D. Sh. Suleymanov, Thinking, intellect, giftedness: questions of theory and technology (Kazan: Centre of innovative technologies, 2005).
[22] G. A. Denisov; M. I. Kamenetskiy & V. V. Ostapenko, Innovations: domestic and foreign experience (analysis, funding, stimulation) (Moscow: MAKS Press, 2016).
[23] B. Twiss, Management of scientific and technological innovations (Moscow: Ekonomika, 1989).

knowledge-intensive industries the costs for acquiring equipment[24]. Thus, at the end of the 20th century, on the global scale, the growth of knowledge-intensive products was 6.2% per year, in the 21st century almost 15%, but in the sphere of manufactured goods - 2.7%[25].

Creation of innovative technologies in the world is recognized as the leading direction in the development of the country's economy that can create conditions for the country's economic and food security through the introduction of highly efficient technologies, production of competitive ready goods, growth of capital investments in human capital and formation of creative intellectual potential[26].

It is established that in order to achieve the required level of food security, it is necessary to transform the structure of the market situation. According to the theory of the great Russian scientist, N. D. Kondratyev, market situation points to the prevailing conditions in the sphere of the market, on which the success of economic activity and the state of economic security of the state and organizations depend. Situation researches, as N.D. Kondratyev proved, should be based on a dynamic theory that studies economic phenomena in the process of their change in time. The scientist argued that the larger the organization, the wider range of products produced, the greater the volume of production, the higher the quality and the competitiveness of products, the more intensively the volumes and conditions of its realization become, the turnover and profit increase[27].

The founders of the competition development were outstanding economists who laid the foundations of modern methodology of economic research:

A. Marshall, who justified the expediency of using the achievements of science (p.504); M. M. Porter, who created the reference economic barometer (p. 640-642); P. Drucker, who proposed the functions of introducing innovations and methods for determining the efficiency and productivity of managers' activities (p.318-321); R.M. Kanter, who explained the need for the accessibility of innovation by corporations (pp. 361-362); F. A. von Hayek, founder of the market research methods; M. Friedman, who proposed methods of economic analysis, etc.[28].

To increase the volume of exports of national finished goods, in comparison with the amount of imports, it is necessary to introduce modern plants for enhanced processing of agricultural products. Excess of exports in relation to imports is caused by the need for high GDP growth rates and national per capita income dependent on market situation reform. In order to ensure economic and food security, it is advisable to adapt to the international quality requirements of goods that may in the long term be exported from the country[29].

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[24] V. V. Gusev & Ya. V. Guseva, “Modeling and management of innovation activity of entrepreneurship on the basis of analysis of socio-economic indicators”, Management issues, num 2 (20) (2016): 161-167.

[25] V. V. Zharikov; I. A. Zharikov; V. G. Odnol'ko & A. I. Yevseychev, Management of innovative processes (Tambov: Publishing house of Tambov State Technical University, 2014).

[26] S. Yu. Shevchenko, Strategy of innovative development of the enterprise (Saint Petersburg: SPbUEF publishing house, 2015).

[27] N. D. Kondratyev, Plan and foresight. In: Large cycles of market situation and theory of foresight. Selected works (Moscow: Ekonomika, 2002).

[28] M. Warner (ed.), Classics of management (Saint Petersburg: Piter, 2001) y F. M. Levshin, World market. Situation, prices and marketing (Moscow: Mezhdunarodnye otnosheniya, 2013).

[29] T. F. Ryabova & T. V. Ignatova, “Modern mechanisms of ensuring national economic security based on the formation of market conditions”, Food industry, num 5 (2016): 24-28.

Not unimportant for food safety and innovative development is the high-quality work of equipment and the reduction of equipment downtime. This may include: timely execution of capital, current, planned and preventive maintenance of equipment, creation of the necessary spare parts stock, skill upgrade for staff, compliance with depreciation and replacement rates, control and regulation of it during work[30].

One of the factors of the high level of the competitive status of the enterprise and its management system can be the method of refusal from dismissals of workers, approved in some foreign firms of developed countries. The essence of this method is that firms give employees who meet the requirements a security guarantee, expecting them to unconditionally fulfil strict standards of effective work. In its turn, employees in accordance with the concluded agreement, commit themselves not to object to a change of job and career. This allows firms to maintain their overall balance by, on the one hand, the firm's rejection of dismissal, and on the other hand, the workers' consent to broader cooperation in resolving the firm's economic problems[31].

The solution of the task of import substitution, along with the development of an efficient foreign economic policy in the developed economies of the world, is also connected with the formation of a competent capacity capable of developing projects to increase favorable conditions for attracting foreign investments for the development of own production[32].

The problems of competition development and market situation were thoroughly investigated by M. Porter; the result of his activity was the developed theory of the competition types, which is widely used in the world space[33]. One of the main tasks of increasing competitiveness, according to the scientist, is constant monitoring.

Modern management theory developed clearly defined requirements thereof, which include: efficiency, publicity, objectivity. In addition, it should be directed at the work of an employee, act as a motivator for his work. Therefore, large companies of the developed world countries study the methods of production management used in Japan, where management is not based on control, but break-even work. Thus, the efforts of employees are aimed at eliminating the very possibility of the appearance of defective products, while defects are eliminated even in intermediate production cycles, and not in the control of the finished product. An increase in the innovative level of production is largely determined by state economic policy. The research showed that the definition of state regulation of the economy is interpreted differently. The role of the state is understood as a multi-faceted political and territorial organization of public authority, which has sovereignty, has a special apparatus for governing and protecting the rights and freedoms of citizens and is capable of creating legal norms[34].

[30] V. V. Gusev & N. V. Ryabova, “To the question of integral measurement of food security of the state”. Economical sciences, num 48 (2008): 7-10.
[31] E. V. Minaeva “Modern management strategies of the organization in accordance with the requirements of a market economy”, Economy and entrepreneurship, num 1 (2014): 427-431.
[32] A.S. Chizhik “Dependence of enterprise competitiveness on the growth of product quality in modern conditions”. Economy and entrepreneurship, num 1 (3) (2014): 434 – 438.
[33] M. Porter, International competition. Edited by V.D. Shchetinina (Moscow: Mezhdunarodnye otnosheniya, 1993).
[34] Z. B. Proskurina, “System of functions of state management of the economy”, International scientific researches, num 2 (2017): 237-241.

State-funded support funds should mainly be focused on the process of creating innovations, while the efficiency of the use of funds and the result of production is characterized by a positive trend. State support should promote the growth of the real volume of capital equipment per unit of labour as an indicator characterizing the investment activity of manufacturers. Therefore, the direct support mechanisms are compensatory rather than stimulating, and are mostly related to the financing of current, rather than investment, activity of the agricultural organizations[35].

Along with this, some authors support the idea of using such a mechanism as protectionism. From the point of view of global welfare in general, the most popular argument in favour of protectionism is agricultural production and new fields of industry. Their protection can be an efficient means to stimulate the development of fields that significantly increase the welfare of the country, which will not be able to develop unless it is protected against import competition. Over time, given adequate protection, such fields are able to achieve high rates of economic development and gain corresponding advantages in a competitive environment[36].

The country's scientific and technical potential cannot be built up without active support from the state. The main objectives of the state scientific and technical policy are the development, rational allocation and efficient use of scientific and technical potential, increasing the contribution of science to the development of the economy and the implementation of major social tasks, ensuring progressive structural transformations in the field of material production, increasing its efficiency and competitiveness of domestic goods, and also elaboration of specific organizational and economic mechanisms to ensure favorable legal, economic and financial conditions for activation of the scientific and innovative activity[37].

Due to the complicated economic situation in the world, for the rooted achievement of the criteria of the country's food independence established by the United Nations**,** it is first of all necessary to create domestic innovative technologies. In recent years, the country has been paying special attention to the creation of large research centres to develop domestic innovations that can compete with foreign analogues. Therefore, about 40 new institutions, named technological platforms, were created in the country. An important place among them is occupied by the "Technologies of the food and processing industry of the agro-industrial complex - products of healthy nutrition" food platform[38].

This strategy in the context of the acute international situation associated with the introduction of economic sanctions by some countries of the world is justified by the need to reduce the level of dependence of the domestic food industry on imports of equipment and technologies. Along with this, in order to strengthen the country's food independence, the increase in the competitiveness of finished goods, the growth in the volumes of their exports, is of crucial importance.

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[35] G. V. Yazev, “Directions of improvement of the state support of the meat industry of Russia”, State and municipal management. Scientific notes of SKAGS, num 1 (2017): 136-140.
[36] A. S. Chizhik, “Export policy and mechanisms of protection of domestic goods manufacturers”, Economy and entrepreneurship, num 6 (47) (2014): 193 – 197.
[37] O. V. Yutkina, “A systemic view on ensuring global directions of the economic security of the country”, Economy and entrepreneurship, num 6 (47) (2014): 189 – 192.
[38] V. G. Zinov, Intellectual property management (Moscow: Delo, 2013).

It should be noted that some fields of economy, with their successful development, can contribute to the growth of financial resources for the development of innovations. Such an industry, according to N.A. Zaytseva and her colleagues, is the market of services and, in particular, tourism. Development of tourism in Russia and the attraction of foreigners to visit the country and contemplate the Russian nature can have a beneficial effect on the growth of the country's GDP[39].

Based on the analysis of the cited points of view of scientists, it can be concluded that the problem of increasing the country's food security based on a set of priorities, of which the expansion of innovative activities is the first one. The use of modern management methods, increasing the competitiveness of products, is relevant for the economy of the country's agro-industrial complex.

Conclusion

The carried out research allowed to receive the following results, characterized by scientific novelty and relative characteristics by the terms of their realization:

1. Relevance of the topic researched is conditioned by the use of a wide range of methods that have made it possible to obtain such research results as: the expediency of increasing capital investment in human capital and the creation of favorable working conditions for the work of scientists; implementation of differentiation of the active part of the population by the complexity and degree of importance of the functions performed; introduction in the country scale of quality indicators standards of agricultural products in order to prevent the introduction of low-quality species on the market; step-by-step planning of the costs for creating innovations and an objective definition of the terms of their development.
2. The purpose of the article is to identify priorities for raising the innovative level of agro-industrial enterprises to meet the population's needs for national products and to reduce the country's import dependence.
3. The leading approach to the study of this problem is to provide grounds for the feasibility of achieving the criteria of the country's food security based on the use of a set of methods, approaches and proposals for the innovative development of agro-industrial enterprises.
4. Main results obtained: the composition of indicators for assessing the level of country population's education; set of principles of innovative development of the agro-industrial complex enterprises; system of growth impact factors of agro-industrial complex goods production volumes, alternative vectors of innovation level increase.

In April 2017, the most significant results of the research on the topic were tested and discussed at the scientific-practical conference of the "K.G. Razumovsky Moscow State University of Technologies and Management" "Innovative Development of the Agro-Industrial Complex."

[39] I. P. Kulgachev; N. A. Zaitseva; T. F. Ryabova; E. V. Minaeva & V. V. Gusev, *"*Assessment of the economic consequences of the outbound tourism development in russia within the concept of national security". International Journal of Advanced Biotechnology and Research, Vol: 8 num 2 (2017): 29-36.

The materials of the article can be useful for: specialists of the regions in forecasting the volume of production of agro-industrial complex products, finding reserves to improve the quality of food products and developing a strategy for the region for the long-term period; students of universities (bachelors and masters) - when studying the academic disciplines Management of Innovation Activities, Economic Security of the Country; specialists when the skills upgrading of the staff of large companies and organizations; scientific workers of research institutes when developing projects for creating enhanced non-waste, environmentally friendly technologies and determining the terms of innovations.

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